



## ***AOT in Action***

### ***TOURISM WORKS FOR ARIZONA!***

*Issue 122 – August 21, 2006*

Welcome to AOT in Action, your weekly e-newsletter from the Arizona Office of Tourism (AOT).

#### **A Message from the Director:**

Good morning.

This week, I'm in Minneapolis, MN with several members of the Arizona tourism industry, attending the Travel Industry Association of America's (TIA) annual Education Seminar for Tourism Organizations (ESTO). With attendees from more than 150 different state tourism offices and destination marketing organizations, ESTO is a great chance to network and discuss issues that are relevant and critical to our industry. I know that these four days of presentations, discussions, break-out sessions and travel education meetings will provide all of us with a wealth of information that we can disseminate to our constituents and partners. This conference will also give us the opportunity to address specific challenges in our industry and gain valuable insight on what other states are doing, confirming that Arizona continues to stand out as a leader in the travel and tourism industry.

Have a great week.

Margie A. Emmermann  
Director  
Arizona Office of Tourism

# AOT News Flash

## New Staff at AOT

The Arizona Office of Tourism has welcomed a Creative Services Manager to its staff. Toni Cress-Kooi, an Arizona native, joins AOT from tieken:moret design and marketing in Phoenix, where she handled creative as well as conceptual design for everything from brochures to logos to Web sites for nearly three years. At AOT, Toni will act as the liaison for creative requests for all divisions that are outsourced to the Integrated Marketing & Advertising Agency and provide in-house graphic design services. Toni can be reached at [tkooi@azot.gov](mailto:tkooi@azot.gov) or (602) 364-3726.

## Trippin' with AOT

### Win a Grand Vacation in the Beautiful State of Arizona!

Well, for one of your Canadian friends, anyway. The Arizona Office of Tourism is hitting the road again with the spectacular IMAX film, *Grand Canyon: The Hidden Secrets*, and this time we're taking it to the Great White North. We will be in Canada from September 18-28 showing the film in Vancouver, Calgary, Toronto and Montreal to students and the general public as well as meeting with our top media and travel industry representatives to promote this beautiful state. One lucky winner in each city will win a grand prize, a week-long trip for two to Arizona including airfare, rental car and accommodations. We need your help in promoting these trips with your offers of hotel stays, rounds of golf, tours, meals, event tickets, rental cars or activities. To donate your items or for more information about this promotion, please contact Jennifer Sutcliffe at (602) 364-3693 or e-mail at [jsutcliffe@azot.gov](mailto:jsutcliffe@azot.gov).

## Promoting - AZ - Advertising

### Last Chance to Advertise in the German *Reiseplaner*

The Arizona *Reiseplaner* is AOT's German language guide and is published every two years, serving as a foundation for all Arizona products in Germany, Switzerland and Austria. The planner provides important information to thousands of visitors to help plan what to do and where to go during their trip. This year, more than 100,000 German-speaking Europeans will visit Arizona. The *Reiseplaner* is a full color, high quality promotional guide that highlights the broad diversity of attractions and activities that can be experienced in Arizona. The 2007-2008 edition will have a print run of 85,000 copies and will be distributed to consumers and travel professionals throughout this important European market. For additional information and to obtain a media kit, contact Dana Brockway at Adventure Media International on: (520) 544-3936 or [adventuremedia@cox.net](mailto:adventuremedia@cox.net).

# Industry News

## News and Trends

Generation Xers have become the fastest-growing group of RV buyers, a trend that is forcing the \$15-billion industry to rethink how it designs and markets the ultimate toy for grown-ups. RV manufacturers in Southern California, the world's largest RV market point to a new breed of buyers: younger families with money to spend; all-terrain vehicles, motorcycles and bicycles to haul; and a big truck in the driveway capable of towing a trailer. Sales of RVs, which include motor homes, trailers and van campers, have been on a steady upward march since 9/11, when many Americans began staying closer to home and spending more time with their families. Baby boomers continue to be the industry's bread and butter, making up half of all RV owners, according to the Recreation Vehicle Industry Association. ([www.LosAngelesTimes.com/News](http://www.LosAngelesTimes.com/News))

## BA Says Full Flight Service Likely by August 18.

British Airways said it will fly 90 percent of its flights today and plans to return to full schedule on Friday, following a week of cancellations and delays sparked by stepped-up security checks. Europe's third-biggest airline canceled three long-haul and 32 short-haul departures from London's Heathrow Airport today, and 11 domestic flights from Gatwick Airport. On Thursday, it will cancel 19 short-haul flights from Heathrow and run a full schedule from Gatwick, it said in a statement. BA said it was still trying to reunite 5,000 pieces of luggage with their owners. (Reuters; [www.Google.com](http://www.Google.com))

## NPS Announces Preliminary Alternatives for South Rim Visitor Transportation Plan and Environmental Assessment

Grand Canyon National Park Superintendent Joseph Alston today announced the availability of preliminary alternatives for the Grand Canyon South Rim Visitor Transportation Plan and Environmental Assessment (EA). The National Environmental Policy Act of 1969 (NEPA) encourages federal agencies to involve interested parties through a process referred to as scoping. As part of this process, the NPS conducted public scoping from March through April 2006, which included four public open house meetings in Las Vegas, Nevada, and in Phoenix, Flagstaff, and Tusayan, Ariz. Preliminary "action" alternatives were developed based on the purpose and need for the action, plan objectives and planning framework and from input from the public scoping effort as well as from data collected on visitor use. Each alternative is illustrated and described in a newsletter titled Grand Canyon South Rim Visitor Transportation Plan/EA (Newsletter) which address multiple transportation components including options for providing expanded visitor parking, reduced waiting times and shorter traffic back-ups at the South Entrance Station, improved management of passengers and tour bus traffic, enhanced shuttle bus service and visitor safety. The NPS is soliciting comments regarding the preliminary alternatives at this stage, in order to ensure they meet project objectives and represent a reasonable range of alternatives for detailed

analysis in the EA. A copy of the Newsletter, background information and a summary of public comments received during the public scoping process and NPS responses will be posted on the National Park Service Planning, Environment and Public Comment (PEPC) Web site at <http://parkplanning.nps.gov/grca>. A 30-day public comment period begins August 14. Comments must be received no later than September 13, 2006. The NPS expects to release an Environmental Assessment for the Grand Canyon South Rim Visitor Transportation Plan in spring 2007. For additional information on the South Rim Transportation Plan and EA, please contact Vicky Stinson, Project Manager, at (928) 774-3026. (Press release, 8/14)

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